連載! 松本道弘の漫画人英語講座「ナニワ英語道」

漫画人

MANGAJIN

JAPANESE POP CULTURE & LANGUAGE LEARNING

1992年1月16日第三種郵便物認可
1997年10月10日発行（毎月1回10日発行）通巻第69号

No. 69

JAPAN'S Convenience Stores
7-Eleven with a twist

Nōnai Kakumei: Oriental and Western medicine converge

Cooking with Soy Sauce

Calling *Dr. Black Jack*

Ace reporter witnesses pachinko tragedy in "Kochira Shakai-bu"

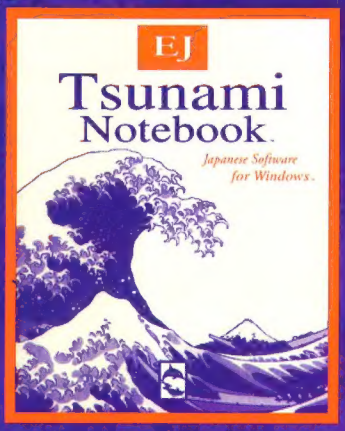
定価 1,000 円
本体 952 円

22101133970069

Japanese Software for Students!

NeocorTech's Tsunami Notebook software runs on English Windows 95, enabling you to type Japanese from an English language keyboard, automatically translate English documents into Japanese, print kanji and kana, and even send e-mail in Japanese. A perfect tool for students! Any Japanese language program and its students can qualify for Neocor's University Partnership Program and 50% discount off Neocor software! Contact us at 1-800-693-9283 or visit http://www.neocor.com.

Tsunami Notebook for only $99.00! Sugoi, ne?



If your University is a participant in the Neocor Partnership Program, receive a 50% discount off Tsunami Notebook's retail price of $195.00. Contact NeocorTech at 1-800-693-WAVE for a brochure & free Demo CD-ROM.

"Designed as the ultimate easy-to-use Japanese software application for non-Japanese users, Tsunami Notebook from Neocor Tech boasts an array of advanced features normally found in more expensive products. Put simply: Notebook is a joy to use. This is an essential piece of software for anyone who corresponds in Japanese. Highly recommended."

— Philip Pendleton, NeoTokyo, June 1997

FREE DEMO CD-ROM

1-800-693-WAVE
Fax: (619) 483-2586
http://www.neocor.com

4141 Jutland Dr. #307 / San Diego, CA 92117

ついに出ました！「漫画人」流英語上達法・決定版！

特色

その1 漫画人の生きた英語表現から2～7 word expressions 80例をマンガとともにピックアップ。

その2 “分かった”から“口をついて出てくる”ようにする“千田式”トレーニング法を採用。

その3 マンガ＝イメージを使ったトレーニングは頭の中に英語回路を刷り込むのに超効果的！

その4 楽しくなくちゃ英語は続かない。楽しみながら英語をモノにできる本です！

その5 テープの声の出演はご存じNHKなどでご活躍のヒロコ・グレースさん。リスニング＆ボキャビルが楽しくできます！

その6 マンガは世界のコミュニケーションツール！世界的なマンガ論の第一人者フレデリック・ショットさんが漫画で英語を学ぶ方法をアドバイス。

その7 TOEIC 100点アップって本当にできる?!「できます。言う通りにやってみてください！」

千田潤一

著者

千田潤一（ちだ・じゅんいち）
TOEIC Friends Club カウンセリング・ディレクター。英語教育・国際化教育のコンサルタント会社、㈱アイ・シー・シー代表取締役等を兼任。

F. ショット
翻訳者、ノンフィクション作家。特に日本のマンガへの造詣が深く、96年刊の『Dreamland Japan』（マンガ評論、エッセイ集）は日米で大評判。

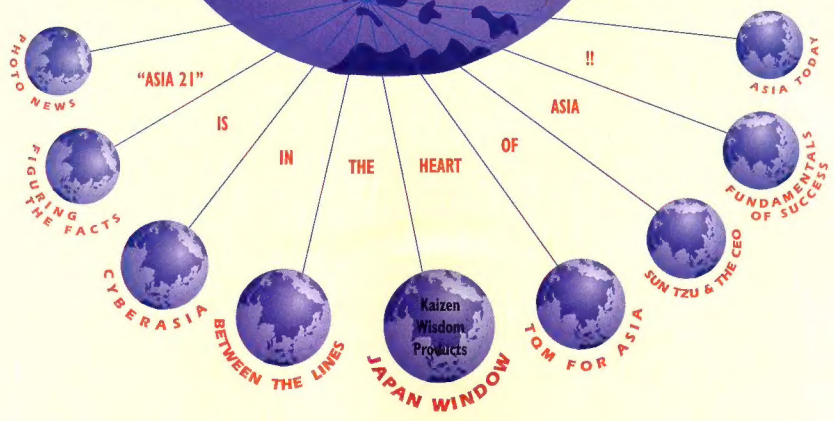
■ 四六判、2色、200ページ　定価￥1,200（十税）
■ 別売テープ：70分　定価￥1,800（十税）

発行元：㈱世界出版　〒107　東京都港区南青山2-18-9
TEL 03-3479-4434　*FAX* 03-3479-5047
＜全国書店にて発売中。みつからない場合は世界出版までお問い合わせください。＞

ASIA 21 Understand ASIA!

Asia is moving at a dizzying pace.

Keeping up with events & trends is important.



The Key Lies In Understanding

Each month, we highlight issues that move Asia, that makes this dynamic region what it is today, and what it will be in the 21st century.
"ASIA 21" provides analyses about major trends insights on Asia's Movers & Shakers, business management, career, as well as incisive perceptions into the Asian phenomenon.
Our team of veteran journalists and commentators know Asia. Because they live and work in Asia.

Your 1st Step To Understand Asia With Singapore's 1st Worldwide English Magazine.

Enjoy ASIA 21 for up to 40% off the newsstand price!

Yes, I wish to subscribe to Asia 21. *(Please tick below for subscription term)*

	Asia Pacific/Middle East	USA/South America/Europe/Canada/Africa
☐ 2 years at 40% off	*S$118.56 + S$40 (☐ For airmail surcharge, tick the box)	US$133.92 (By airmail only)
☐ 1 year at 35% off	*S$64.27 + S$20 (☐ For airmail surcharge, tick the box)	US$72.00 (By airmail only)
I enclose my cheque for S$/US$ _____ payable to	☐ PHP International (S) Pte Ltd	☐ PHP Institute of America Inc.

❑ Please charge my credit card: ❑ Visa ❑ Mastercard ❑ Diners ❑ American Express

Card No: | | | | | | | | | | | | | | | | Exp. Date: _____ Signature: _____

Name: Mr/Mrs/Ms _____ Designation: _____ Fax: _____
(Please underline family name)

Address: _____ Tel: (Home) _____ (Office) _____

Mail or fax to:

For Asia Pacific/Middle East subscribers
PHP International (S) Pte Ltd, 331 North Bridge Road #03-04 Odeon Towers, Singapore 188720. Tel: 65-333-3455 Fax: 65-333-3265

For USA/South America/Europe/Canada/Africa subscribers
PHP Institute of America Inc, 420 Lexington Avenue, Suite 646, New York, NY 10170, USA. Tel: 212-949-8022 Fax: 212-949-8243

Normal Cover Price/annual

• Brunei $96.00 • Hong Kong HK$540.00 • Indonesia Rp144,000 • Philippines P91,500.00 • Thailand TB1,560.00 • Australia A$78.00 • Taiwan NT$1,920.00 • Singapore S$98.88 GST inclusive • USA & other countries US$111.60 (by airmail)

**Please check appropriate rates for your country. Rates are quoted for delivery by seamail. For airmail, please add: 2 Years—S$40 (or equivalent) 1 year—S$20 (or equivalent)*

CONTENTS

No. 69, October 1997

page 12

Manga

18 ***Mix Connection*** • みっくすこねくしょん
Yakuza humor from the creator of *Crayon Shinchan*.

24 ***Kachō Baka Ichi-dai*** • 課長バカ一代
The samurai salaryman amuses himself while working late.

32 **American Comics** • アメリカの漫画
Dilbert and *Garfield*—in Japanese.

48 ***Kochira Shakai-bu*** • こちら社会部
While her mother is gambling at pachinko, a child is hit by a motorcycle in the parking lot.

69 ***Kaiketsu!! Todo-Kachō*** • 快傑!!トド課長
Who's the man in the boat?

page 18

Miscellaneous

5 **Publisher's Note**
6 **Letters**
7 **Bloopers**
90 **Cultural Exchange**
92 **Classified Ads**

Features

12 **Convenience Stores** At first glance, Japanese convenience stores look much the same as their Western counterparts—but we take a closer look.

36 **Taiyaku**
A bilingual selection from the bestselling book *Nōnai Kakumei* ("A Great Revolution in the Brain World"), by Haruyama Shigeo, about how your "brain hormones" influence your health.

Departments

9 **Brand News**
A clever name for a brand of condoms that can bring you good luck.

16 **Cooking Corner**
Soy sauce, the taste of Japanese cooking.

40 **Book Review**
The Story of Japan, by Hiraizumi Kiyoshi.

41 **On the Bookshelf**
Recently released books about Japan.

page 46

44 **Computer Corner**
Using Microsoft's Office 97 in Japanese—on an American PC.

46 **Video Review**
Tezuka's *Black Jack* as produced by Dezaki Osamu.

Language Learning

84 **Basic Japanese: The Concept of *Ki*, Part 1**
The word *ki* is making its way into English; we give you an in-depth look at how it's used in Japanese.

91 **Vocabulary Summary**
Words from this issue of *Mangajin*.

Mangajin is a made-up word combining *manga* ("comics/cartoons") and *jin* ("person/people"). It sounds almost like the English word "magazine" as rendered in Japanese—*magajin*. All of the Japanese manga in *Mangajin* were created in Japan, by Japanese cartoonists, for Japanese readers.

The Perfect Shirt For Your Next Court Appearance.

Kiken Jinbutsu

Hang out in seedy pool halls till 2AM? Thinking about a full-body tattoo? If so, this is a shirt you can appreciate. *Kiken Jinbutsu* is Japanese for "Dangerous Individual." Can you live up to the warning?

The front of this shirt bears the *kanji* for *Kiken Jinbutsu* in black while the back displays our own red & black stylized kabuki demon. Coming or going, this shirt is guaranteed to make a lasting impression. 100% cotton shirt.
#M0060 • L or XL • $17.50

Don't forget our 4 other designs!

Super Gaijin

This long-sleeve T bears the kanji characters *Chō Gaijin*, with the translation ("Super Gaijin") underneath. "*Gaijin*" means "foreigner."
Front only. 100% cotton.
#M0019 • L or XL • $17.50

Ice T

The *kanji* for "ice" is widely used by shops selling the Japanese equivalent of sno-cones
Two colors, red and blue.
Front only. 100% cotton.
#M0020 • L or XL • $15.00

Samurai T

The original Mangajin shirt. This short-sleeve T features our 6-color samurai with Mangajin's logo. Front only. 100% cotton.
#M0017 • L or XL • $15.00

Logo T

This shirt features our logo on the front. Black logo on white shirt. Bold, yet understated!
Front only. 50/50 blend.
#M0018 • L or XL • $12.50

TO ORDER: Add S&H charge (if total is under $10, S&H=$3.50 / $10.01-$20=$4.50 / $20.01-$35=$5.50 / $35.05-$60=$6.50 / $60.01-$100=$7.50 / over $100.01=$8.50. Rush extra. Canadian orders add $1.00.) We accept MasterCard, Visa, Discover, checks, and money orders (made out to Mangajin and drawn from US Funds). Please allow 2-4 weeks delivery.

1-800-552-3206 • fax 404-724-0897 • PO Box 77188, Atlanta, GA 30357 • orders@mangajin.com

漫画人 MANGAJIN

Publisher & Editor-in-Chief
Vaughan P. Simmons

Japan Representative
Moteki Hiromichi

Translation Editor
Wayne Lammers

Editor
Virginia Murray

Associate Editors
Paige Larkin, Matthew J. Spellman

Contributors
Mary Kennard, Dave Merrill, Okuyama Ikuko, Robbie Swinnerton, Serdar Yegulalp

Art & Graphics
Ashizawa Kazuko

Cover
Ashizawa Kazuko

Catalog/Marketing Manager
Grey Williams

Business Manager
Alton Wallace

Advertising Director
Nishizaki Kazuo
404-724-0895

Office/Subscriptions Manager
Gwenn M. Glish

Accounting Supervisor
Cathy Hanrahan

Administrative Assistants
Jeff Embry, Maki Hampstead, Greg Jednaszewski, Jeremiah Poole, Keiko Sweigart

Exclusive Agent in Japan:
Sekai Shuppan Co., Ltd.
2-18-9 Minami Aoyama
Minato-ku, Tokyo 107
Tel. 03-3479-4434 / Fax 03-3479-5047
Subscriptions in Japan: ¥10,000/year

Advisory Board
Akizawa Kōji, Peter Goodman, Karen Sandness, Frederik L. Schodt, Jack Seward, John Steed, Ginny Skord Waters, William Yamaguchi

Mangajin employees can be reached via e-mail at: firstname@mangajin.com

Mangajin web page:
http://www.mangajin.com

Mangajin (ISSN 1051-8177) is published 10 times a year, monthly except January and July, by: Mangajin, Inc., 212 14th St., NW, Atlanta, GA 30318. The yearly subscription rate is $39.95; the yearly overseas subscriptions rate is $80 ($50 to Canada). Periodicals postage paid at Atlanta, GA 30304 and additional offices. Postmaster: Send address changes to: Mangajin, P.O. Box 77188, Atlanta, GA 30357. USPS #006137. The name *Mangajin* is registered in the U.S. Patent & Trademark Office.

Printed in USA

Use Your PC to Master Japanese and Chinese

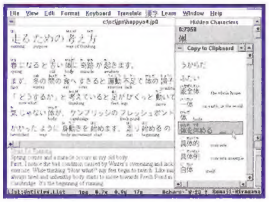
Enjoy fluency by leveraging your Asian language skills with ***Smart Characters*** integrated word processing, reading, writing, translating, and learning tool for PCs. Handy on-line references, dictionaries, *furigana*, *pinyin*, and English annotations speed reading, writing and translation.

Learn and use *kanji* and *hanzi* while creating your own documents, faxes, and vocabulary lessons.

Smart Characters

字 知

The definitive Word Processing, Reading, Writing, Translating, and Learning tool for Japanese and Chinese



- **Annotated text entry and editing replaces cumbersome printed dictionaries, and is easily hidden for printing, faxing, or every-day word processing use by native or fluent speakers.**
- **Customize on-line dictionaries and dynamic glossaries to add technical terms and boilerplate phrases for rapid text entry.**
- **Edit and export left, vertical, and right-to-left writing to any Windows application.**
- **Perfect for individuals or offices that need language assistance communicating in Japanese or Chinese, correspond in both languages, or have difficulty running and using less flexible word processing systems or adjuncts designed for native speakers.**
- **The optional DoubleByte TrueType font interface accessory allows simultaneous use of any Japanese traditional, simplified Chinese TrueType font in the same document, under any version of Windows, including Windows 95.**

Version 3.0 for Windows 3.1, 3.11, NT, or **Windows 95** is just $179.95. DoubleByte TrueType font interface is just $49.95. DOS version 2.9 for Students is only $99.95. Call or write for a free brochure, or order today! Satisfaction guaranteed.

Apropos Customer Service:
8 Belknap Street • Arlington, MA 02174
800-676-4021 or 617-648-2041
Visit us on the Web: WWW.aproposinc.com

LETTERS

Letters to the Editor

Mangajin *welcomes comments by letter, fax, or e-mail, although we reserve the right to edit for clarity or length. Please address correspondence to: Editor, P.O. Box 77188, Atlanta, GA 30357 (Editor@Mangajin.com).*
日本語の投書も大歓迎です。日本在住の方は世界出版研究センターへ送っていただいて結構です：〒107 東京都南青山2-18-9, Fax: 03-3479-4436

Fans of TV dramas

I have become hooked on Japanese TV dramas [*Mangajin* No. 67] since I moved to Hawaii. I rent the dramas and use them to improve my Japanese. In your article you referred to a new drama starring Nakai Masahiro and Tokiwa Takako. It sounds interesting but you failed to mention the name of the drama. I would appreciate it if you could tell me what it is.
JUDITH KAZEL
Honolulu, HI

That would be Saigo no Koi *("Last Love"), from the TBS network. It should be out on video by now.*

I am a big fan of Japanese dramas and was very pleased that you included an article on Japanese dramas in your August edition of *Mangajin*. Since I don't speak Japanese fluently, I find it very difficult to find information on this subject in English. I was wondering if you had any more articles in past issues of *Mangajin* on Japanese dramas or maybe even on Japanese actors and actresses.
TRISHA KUNIMOTO
Cerritos, CA

That was our first article about Japanese TV dramas, but Kathleen Morikawa will be writing more TV-related articles in future issues (including a report on children's shows in No. 70). Other Mangajin *articles about television include "What's Hot on Japanese TV" in No. 15; "TV Dating: Mating for Ratings," in No. 33; "Anything Goes on Late-Night TV," in No. 45; "TV News in Japan," in No. 61; and "The Kings of Comedy are Downtown," in No. 63.*

Dating ourselves

Many people use your fine magazine much as an academic journal of Japanese pop culture—photocopying relevant articles, quoting interesting pieces, etc. But it makes it a little difficult to reference when there are not dates anywhere on the issue. It would be particularly helpful if you could include even a year (ideally month and year) on the footer of each page near the page number.
ANNE M. HOOGHART
Ann Arbor, MI

Due to our printing schedule (approximately every six weeks, as opposed to monthly) and the timeless nature of our articles, we prefer to use the issue number rather than a date when referring to individual issues. There is, however, a date printed at the top of the Contents page.

Subscribers can find out when their subscriptions end by looking at the number at the top right of their mailing label. If it says "69," it's time to renew. Call 1-800-552-3206 without delay.

Correction

In our article "The Road to Ratings Success" [*Mangajin* No. 67], the name of the hero in "Virgin Road" is Toru, not Kaoru.

Websites of the moment

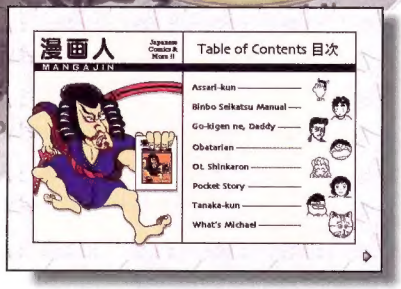
Try your luck! The Omikuji website offers a variety of fortunes just like the ones available at many Japanese shrines and temples. The only thing missing is a cybertree to tie it on.

http://www.kiku.com/electric_samurai/cyber_shrine/omikuji/omikuji.html

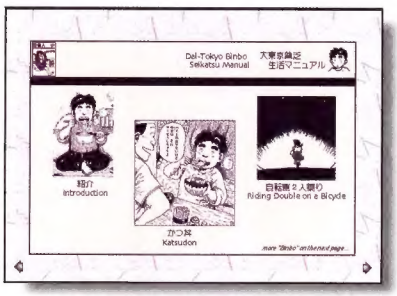
MANGAJIN on CD-ROM!

Mangajin's new **CD-ROM** includes selections of manga from the first 10 issues of **Mangajin**—along with our trademark translations, language & cultural notes, and native voice recordings.

A click of the mouse on a text balloon brings up a Romanized version of the original Japanese, an English translation, notes and a voice re-enactment of the text in your choice of English or Japanese!



大東京貧ピンボー生活マニュアル
Binbō literally means "poverty," but in this case "cheap" seems a little more appropriate. The "hero" of this series is Kōsuke, a young college graduate who chooses to live a simple, no-frills life. He works only part-time jobs and spends his time reading, loafing, and enjoying the simple pleasures of life. Although he enjoys books and one of his part-time jobs is in a used book store, he apparently has no ambitions.



See several selections of each of your favorite manga titles, including:

- **What's Michael?**
- **OL Shinkaron**
- **Obatarian**
- **Tanaka-kun**
- **Dai-Tokyo Binbo Seikatsu Manual**

. . . and more!

System Requirements:
Macintosh or Power Mac
System 7.0 or later
68030 CPU (68040 recommended)
4.5 MB RAM
CD-ROM drive (double speed recommended)
13" or larger color/grayscale monitor
– or –
Windows 3.1 or later
4.5 MB RAM
386/50MHz or greater (486 recommended)
640x480 8-bit color monitor
Sound card

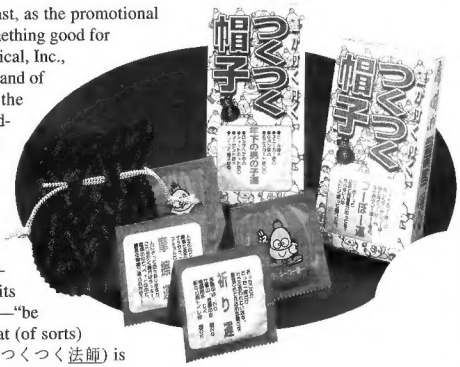
To Order the CD-ROM:

In the US, available from Kinokuniya and other discriminating bookstores, or order from Mangajin:
Call 800-552-3206 or
fax 404-724-0897
• Order #S0047 • $49.95 + S&H

In Japan, available from SSKC:
Call 03-3479-4434 or
fax 03-3479-5047 • ¥5,800

Tsuku-Tsuku Bōshi
The Good-luck Condom

As all good Japanese boys and girls know (or at least, as the promotional materials would have us believe), "when you do something good for others, something good happens to you." Japan Medical, Inc., milks this sentiment for all it's worth with its new brand of condoms *Tsuku-Tsuku Bōshi* (つくつく帽子). It's the condom that brings good luck by letting you help third-world countries in their fight against AIDS. Not only is each condom wrapper a unique good-luck charm, but with each box you purchase, Japan Medical, Inc., donates one condom (to somebody somewhere in the world) to help prevent the spread of AIDS.



The name つくつく帽子 (*Tsuku-Tsuku Bōshi*) literally means something like "the hat that attaches/fits you." It plays on the phrase 運が付く (*un ga tsuku*—"be lucky"), so the name conjures up the image of a hat (of sorts) that brings good luck. *Tsuku-tsuku bōshi* (spelled つくつく法師) is also a reference to the cicada, a Japanese icon of summertime.

Each box of *Tsuku-Tsuku Bōshi* comes with 11 condoms and a "[wish]-come-true bag" (叶う袋—*kanau-bukuro*). Each condom wrapper features unique good-luck advice (no two wrappers in a box are alike—over 77 variations in all). Written with the ladies in mind as well, examples include: "luck in getting a younger guy" (年下の男の子運—*toshishita no otokonoko un*), "prayer luck" (祈り運—*inori un*), "date technique luck" (デートテク運—*dēto teku un*), even "baby luck" (子宝運—*kodakara un*). The "date technique" condom, for example, instructs the ladies, "Don't take too long shopping, and don't date guys with bad fashion sense." The "getting younger guys" charm, also aimed at the ladies, recommends wearing sneakers and miniskirts.

In order for the lucky condom of your choice to work its magic, it must be placed in the wish-come-true bag. If you're good and carry your bag everywhere you go, luck will surely come your way.

[left: Japan's answer to Trojan man, Tsūbō, strikes a different pose on every condom wrapper.]

Send us your examples—of creative product names or slogans (with some kind of documentation). If we publish your example, we'll send you a *Mangajin* T-shirt. In case of duplicate entries, earliest postmark gets the shirt. BRAND NEWS, P.O. Box 77188, Atlanta, GA 30357-1188

クリエイティブな商品名やスローガンをご存じでしたら、資料を添えて、情報を編集部までお送り下さい。掲載分には、漫画人Tシャツを進呈します。同じ例に関して複数の読者から情報をお寄せいただいた場合は、郵便消印の一番早い方にTシャツをお送りします。宛先はBRAND NEWS, P.O. Box 77188, Atlanta, GA 30357-1188, U.S.A.

STONE BRIDGE PRESS

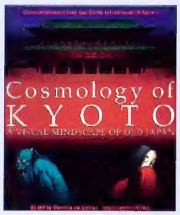
Quality Books & Software About Japan

STONE BRIDGE PRESS

www.stonebridge.com

SOFTWARE

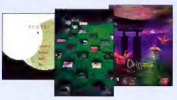
COSMOLOGY OF KYOTO • CD (MAC/PC)



One of the most beautiful and challenging CD-ROM games ever!

This interactive CD-ROM adventure takes place in 10th-century Kyoto. **Beautiful graphics** and **mysterious encounters** combine with a **historically accurate description** of ancient street life and religious beliefs. The CD also includes an **encyclopedic reference** mode with over 400 illustrated entries on aspects of Heian culture and religion. A **super-seductive game** given tremendous reviews on National Public Radio and in *Wired, New Media, MacUser, Newsweek,* and many other magazines. **New low price: $49.00**

For Macintosh: 68030/25, MHz or higher, dual-speed CD-ROM drive, 5 MB RAM, SVGA video card with 256 colors and 640 x 480 resolution. System 7.0 or later, System 7.5.2 compatible. Display of Japanese text requires KanjiTalk 6.0.7 or higher or Japanese Language Kit with English operating system. For PC: 33MHz i486 or faster, mouse, dual-speed CD-ROM drive, 5MB RAM. Sound Card: PCM sound reproduction. SVGA display with 256 colors and 640 x 480 resolution. MS-DOS 5.0 or later, MS-Windows 3.1 or later, Windows 95 compatible. Japanese Windows required for display of Japanese text.



SENSEI • CD (PC/MAC) You can now experience true **Aikido** right on your computer. Choose your path—**Harmony, Spirit, or Way**: every selection brings you a unique adventure revealing the beauty of Aikido. **$34.00**

KYOTO GARDENS • CD (MAC) This is the first interactive CD-ROM that utilizes Apple Computer's QuickTime VR technology to take a **virtual-reality "walk through" of 24 of Kyoto's most renowned gardens**. Ideal for landscape designers and students and teachers of Japanese art. **$39.00**

ORIGAMI • CD (MAC) Learn the art of **Origami paper folding.** Step by step multimedia videos and diagrams. Great for **classrooms** and hobbyists. **$49.00**

MACSUNRISE • CD (MAC ONLY) **Script Kanji Tutor** ($129–$349) teaches you all the kana and up to 2,000 kanji characters with usage examples. **Kanji Dictionary** ($249) contains over 7,000 kanji and 47,000 compounds. **Excellent for student and classroom use.** Demo **$5.00**

POWER JAPANESE • CD (PC) This award-winning **multimedia learning system** teaches you to speak, read, and write Japanese in just 10 weeks. Highly rated. **$89.00**

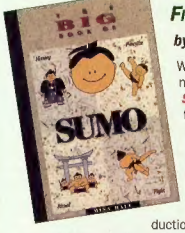
$89

KANJI MOMENTS • CD (PC) This **companion program** to *Power Japanese* **introduces Japanese characters** in the form of articles dealing with various aspects of life and culture in Japan. Vols. 1 and 2, each **$47.00**

NEW BOOKS

THE BIG BOOK OF SUMO: HISTORY, PRACTICE, RITUAL, FIGHT

by Mina Hall



Whimsical line drawings make ***THE BIG BOOK OF SUMO*** the most **user-friendly** sumo guide available. Covers **history, traditions, training methods, stable life, rankings, fighting holds,** and **judging**. Designed as an introduction, to sumo, it contains **charts, photographs,** and **diagrams** for aficionados as well. Featured are **maps** to the training stables plus information on how to be a **sumo spectator** and where to eat and stay near the sumo arena in Japan. 144 pp. Over 200 drawings and photos. **$19.95**

We have Sumo Boy stuff too!

RAVINE AND OTHER STORIES. By Yoshikichi Furui. Four short stories that are dreamlike evocations of the inner lives of Japanese people. By the winner of the Akutagawa Prize, the Kawabata Yasunari Prize, and many other literary awards. 144 pp, **12.95**

SUISEKI: THE JAPANESE ART OF MINIATURE LANDSCAPE STONES. By Felix Rivera. A guide to collecting, evaluating, and displaying beautiful stones shaped by nature. The first book to emphasize examples from North America and Europe. 16 color pages and 68 b/w photos, charts. 192 pp, **$29.95**

GOING TO JAPAN ON BUSINESS: PROTOCOL, STRATEGIES, AND LANGUAGE FOR THE CORPORATE TRAVELER. By Christalyn Brannen. An up-to-date guide for first-time and seasoned travelers alike. Contains resource lists, dos and don'ts, tips for meetings and entertaining. 176 pp, **$11.95**

KANJI OF THE MONTH

from the award-winning

KANJI PICT-O-GRAPHIX

GAKU, mana*BU*
learning

学

The child is **learning.**

Learn over 1,200 mnemonics in
KANJI PICT-O-GRAPHIX
by Michael Rowley
216 pp, $19.95

WEB SITE NEWS

Visit our web site to see our new selection of software at low low prices. We now carry ***THE TALE OF GENJI, WORLD CUISINE JAPANESE,*** a new origami CD-ROM (for Windows/Mac), and much more. We're always adding new titles and features, so visit us often. While you're there, drop us a note. Send us e-mail, suggestions, reviews, project proposals—whatever! We'd love to hear from you.

www.stonebridge.com

Call for a free catalog

To order call toll free 1-800-947-7271 • Overseas, credit card orders welcome

SHIPPING/HANDLING: *Books,* $3.50 1st class, 0.75 each add'l; $2 book rate, 0.50 each add'l. *Software,* $5.50, 48 states, $1 each add'l. Alaska/Hawaii and overseas, add $2 to actual charges. Contact us for rates.

PAYMENT: Check, money order, or credit card. We accept Visa, MasterCard, Discover, JCB cards. California residents must add sales tax. Payment in $US only, drawn on a US bank. Purchase orders accepted from companies and schools. Contact us about teachers' examination copies.

Stone Bridge Press, P. O. Box 8208, Berkeley, CA 94707. Tel: 510-524-8732. Fax 510-524-8711

ORDERS 800-947-7271 • E-MAIL sbp@stonebridge.com • ONLINE CATALOG www.stonebridge.com

DYNAMIC JAPANESE

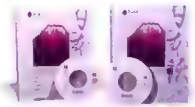
A First Course in Spoken Japanese

日本语

Now available from Mangajin!

"An excellent Japanese program that can be used by both ***high school students and adults****, that covers topics and language structures taught in high school Japanese programs in the U.S."*

Norman Matsuda,
President of the National Council of Secondary Teachers of Japanese



Two CD-ROMs only $179!
One CD-ROM $99

- Try this easy-to-use course designed to give students a strong foundation in spoken Japanese.
- Learn at your own pace.
- Practice speaking out loud and compare your speech to the native speaker models.
- Get immediate feedback.
- Track your improvements.
- Match kana combinations to spoken words. Text support is in romaji and kana initially, then kana only as you become more proficient.

DYNAMIC JAPANESE is an effective, classroom-proven course for beginner-level students of Japanese. This listening-based course features high quality sound and graphics, voice record and playback, comprehensive on-line glossaries, and a built-in scoring and tracking system. You are in full control and can start, pause, rewind, fast-forward or exit at any time.

Dynamic Japanese is carefully sequenced and focuses on the spoken language. The course automatically adjusts to your ability. Lessons can be reviewed at different difficulty levels, challenging you with new material without the frustration that other more static courses can create. Twelve lessons on two CD-ROMs offer over 40 hours of interactive grammar, vocabulary and comprehension practice.

If you are looking for a great immersion course to prepare for a trip, help in school or if you just want to learn the language for fun, *Dynamic Japanese* is for you.

DynEd International

Order today from MANGAJIN
800-552- 3206 . 404-724-0895
Fax: 404-724-0897

E-mail: orders@mangajin.com
Online catalog: www.mangajin.com
P.O. Box 77188, Atlanta GA 30357

ALL PHOTOS BY MARY KENNARD

From Oreos to octopus, you can get (almost) anything you want at Japan's many

Convenience stores

by Mary Kennard

At first glance, a Japanese convenience store (コンビニエンスストーア, *konbinienstu sutōa*, often shortened to *konbini*) seems familiar to the American tourist.

From the outside, some of the store names and facades look the same as in the US—the green and orange of 7-Eleven and the blue and white of Lawson's. Even inside, familiar items can be found—Ritz and Premium crackers are there in instantly recognizable boxes, as are Oreo cookies. Tony the Tiger's face beams out from a box of Corn Frost (known at home as Frosted Flakes). The store layout is basically the same, although generally smaller—understandable, given land prices in Japan.

As with many things in Japan, however, closer inspection reveals significant differences. Shelves are shorter by almost a foot—very little is displayed above eye level. Against one wall are refrigerated and frozen foods; against another, dairy and meat products; and against the third, magazine racks. The magazine racks are quite a bit larger than those in the States. In addition to a wide selection of standard magazines and TV guides, all of the major manga magazines are represented, and not a few minor ones, as well as a good supply of best selling *tankōbon* (book-size comics). Rack space is at a premium, though, and turnover is much faster than in a regular book store. It's not terribly unusual to see dedicated manga fans waiting for the new issues to hit the stands at five in the morning—the earliest they are technically allowed to be put out. And at any hour of the day or night, someone will be standing in front of the manga, passing time by reading their favorites (*tachiyomi*, 立ち読み, a long-standing Japanese tradition). Of course many of the items are the same as you can find in any convenience store anywhere in the world—cleaning supplies, food staples, batteries, snack foods, baked goods and drinks. It's in the details that the differences lie.

Take snack foods, for instance. Potato chips are available in many different flavors—from plain salted and barbecue to *ume* (梅, "pickled plum") and shrimp. But even more popular are the many varieties of *ika* (いか, "squid") snacks—dried *ika*, boiled *ika*, *ika* on a stick—and other *tsumami* (つまみ, "finger foods") such as pickled quail eggs and octopus tentacles.

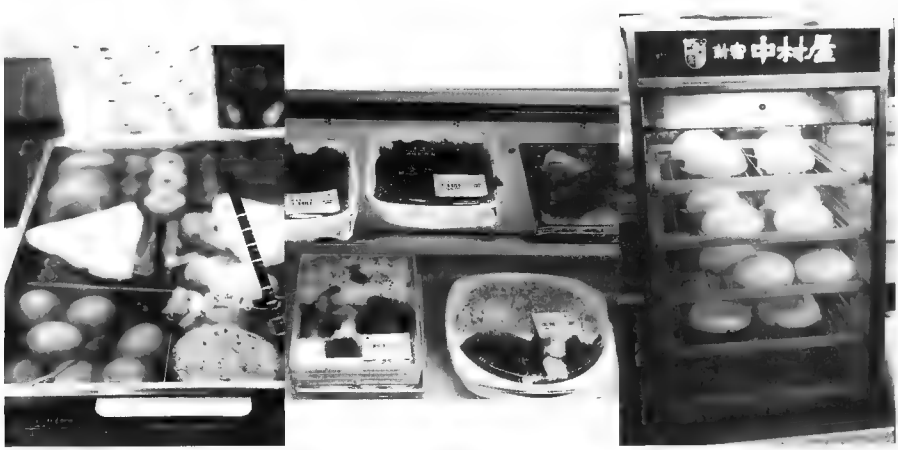
Then there are the prepared foods. Buying a sandwich at a convenience store can sometimes be an adventure. Often, what looks like a tuna sandwich is just that—a tuna sandwich. But sometimes the unwary consumer takes a bite and ends up with a mouthful of tuna and spaghetti—not undelicious, just

rather unexpected. Noodles in general play a major role in sandwiches in Japan: fried-noodle sandwiches, spaghetti sandwiches. It's carbohydrate heaven (or *jigoku*, depending on your viewpoint).

The array of *bentō* (弁当, packaged lunches) is unending—from sushi to fried pork cutlets to curry rice, and the choice of *onigiri* (おにぎり, rice balls) is almost as great. There are, of course, the old *onigiri* standbys such as *sake* (さけ, "salmon") and *ume*, but experimental fillings such as fried ham slices and egg omelet show up almost daily.

In winter, the selection changes somewhat as every convenience store brings out cold-weather favorites: glass-paneled cases filled with warm *man* (steamed Chinese buns containing fillings ranging from pork to sweet bean paste) or heated cans of coffee, tea, and cocoa. Next to the register is a pan of warm *oden* (おでん)—a mixture of various types of fish pastes, eggs, vegetables and the ubiquitous octopus tentacles, all boiled in a fish stock. Tongs and a disposable container are provided so the customer can pick out his favorites.

The largest selection by far, however, is to be found in the drinks section. More than 600 new drinks debut in Japan every year, and quite a few find their way into convenience stores. Established brands hang on year after year—Coca-Cola, Pepsi, Birely's Orange, and Pocari Sweat, among others—but new brands come and go, sometimes within a matter of weeks, depending on the trends. One trend this summer was exotic fruit drinks. Last year it was ethnic teas. Only one thing is for sure—don't plan on a long-term relationship with any new brand!



Fast foods for a fast lifestyle: At left is a convenience store's heated pan of *oden*, a late-night favorite. In the middle are a selection of *bentō* pre-packaged lunches. At right is a display case full of steamed buns, usually filled with meat (*nikuman*) or more creative fillings (including curry—*karēman*—or pizza sauce—*pizaman*).

How do the convenience stores stay on top of this kind of inventory? Very well, actually, with a computer-controlled point-of-sale (POS) system, which keeps track not only of how many of what items are bought when, but also of the age, sex, and general type of the person buying them. With deliveries of fresh foods occurring one to three times daily, tight control is essential. Non-performing goods are quickly removed from the shelves. In fact, of the approximately 3,000 products displayed at any one time, only 30 percent will remain on display a year later. In fact, it's possible to track the trendy dessert of the year just by going to a convenience store. From tiramisu to nata de coco to cannoli to Belgian waffles—they change as regularly as the seasons (even more regularly, considering the uncertainty of the weather recently).

In addition to sales, convenience stores also perform a number of services—you can pay utility bills, phone bills, credit card bills, insurance bills, and catalog charges. You can send a fax or make copies. Need a ski-lift ticket or a plane ticket? This is the place. You can leave packages to be delivered by one of Japan's many delivery services, or pick up game software (and also buy the hardware if needed). They'll develop your film and sell you stamps. Concert and movie tickets are also available. And beginning next year, you'll be able to get money from an ATM. Even currency exchange services may become available, decreasing dependence on banks which stay open only until 3:00 PM, five days a week.

One thing you *can't* get at a convenience store in Japan, though, is aspirin for that late-night headache. Due to Japanese law, medicines, even over-the-counter ones, can only be sold at licensed drug stores, which close around 6:00. This is dreadfully inconvenient when you catch an unexpected cold and there's not a Contac to be found. Convenience stores are lobbying hard, however, and rumor has it that the law will be revised, possibly as soon as next year.

Some speculate that there is also a darker side to convenience stores. The threat of divorce no longer fills men with the fear of having to shop and cook for themselves—as long as they have a convenience store nearby, they're fine. The now-common sight of solitary young people hanging out there was almost nonexistent just ten years ago. As they become less adept at ordinary social interaction, young people go to convenience stores because they can purchase goods or tickets and pay bills without once having to utter a word.

Taking this trend a step further, the chain AM/PM Japan has opened an

A Multimedia Exploration of Japan's greatest prose with photographs, artwork, videos, and music.
Volume 2 is now available
Tale of Genji CD-ROM
源氏物語
Narration of the Tale of Genji with artwork from the Genji scroll
Experience festivals and ceremonies through audio and video clips
Tour the notable locations found in the Tale
In Japanese and English
For Windows and Macintosh
$68.00
3055 Orchard Drive San Jose, CA 95134
www.fsc.fujitsu.com/language
800-603-8105
FUJITSU

Instant noodles—a favorite among people on the go—are available in a wide variety of flavors and flours.

experimental unmanned 24-hour store, Automatic Super Delice, in downtown Tokyo. Not only does it take less floor space, but the customer never has to interface with anything more personal than a computer screen.

Whether the trend towards impersonalization is caused by convenience stores or vice-versa, no one can say for sure. But they are here to stay. At a time when sales at department stores are falling regularly, those of convenience stores are rising by leaps and bounds. 7-Eleven opened the first franchised convenience store in Japan in 1975, and by August 1997 there were 7,046 branches, with annual sales in fiscal year 1996 of over $14 billion. This doesn't even take into account the myriad other franchises and independent stores dotting the landscape. New stores seem to appear weekly, and even apartment ads sometimes mention proximity to a convenience store as a selling point. Clearly, Japan's busy lifestyle demands the convenience of 24-hour shopping, and all that's left is to see whether society can survive it.

Mary Kennard lives and works in Tokyo.

LIVE AND WORK IN THE U.S.A.

55,000 Immigrant Visas (Green Cards) are offered in new U.S. GOVERNMENT LOTTERY. FREE

DEADLINE: NOVEMBER 14, 1997

official lottery information. Send a post card only with name, address, country to:

NATIONAL VISA SERVICE

4200 WISCONSIN AVENUE N.W.
WASHINGTON, D.C. • 20016 U.S.A.
FAX (202) 298-5601 • TEL (202) 298-5600
www.nationalvisacenter.com

©1997 IMMIGRATION SERVICES

GREEN CARD LOTTERY

JAPANESE

The Complete Bookstore for Teachers and Students of Japanese

- Over 1000 titles available (almost every title published in Japan)
- A full range of hard-to-find teaching & learning materials—cassettes, video tapes, computer software, maps, games
- Exclusive agent for Bonjinsha

Japan Book Center

A Joint Venture of Bonjinsha and Japan Publications

For a free catalog, please call/fax:
The Water Garden, Suite #160 East
2425 West Olympic Boulevard
Santa Monica, California 90404-4036
Telephone (310) 453-1022
Facsimile (310) 453-8022

For wholesale orders, please call/fax:
JP TRADING, INC.
San Francisco, California
Telephone (650) 871-3940
Facsimile (650) 871-3944

The Secret of Japanese Strategy

Enter The Rising Sun
Includes:
- Go, Gomoku, & Renju
- Free Internet Play
- Multimedia Tutorials
- Actual Board Game & Pieces
- 8 Artificial Opponents

Winner of the Oppenheim Toy Portfolio's Gold Seal Award!

The Game Of Go

For thousands of years, people of Asia have studied strategy through the game of Go. It's deceptively simple rules hide a wealth of gameplay!

Now for the first time, the game of Go is accessible to the beginner. Complete with Multimedia Tutorials, and different sized boards for beginning, intermediate, and advanced players, Enter The Rising Sun is the definitive Go Software Product.

Mihune The Samurai
Johanna The Composer
Panchito The Farmer
Samuel The Pirate
Osho The Monk
Ichang The Professor
Kal9000 The Computer

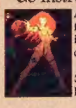
ISHI PRESS INTERNATIONAL

For direct Mail Orders
(800) 859-2086
http://www.game-club.com

Excellent Gift Item!!

Enter The Rising Sun CD-ROM Win3.x, NT, and 95 $39.95
Go Book By Bruce Wilcox $24.95

Also Available:
Go Instruction Book



An Excellent Guide for anyone interested in learning the game of Go.

300 Pages
Full Size Book

Soy sauce: the taste of Japan

by Robbie Swinnerton

If any single flavor were to be chosen as the representative taste of Japan, the nomination would have to go to *shōyu*. Certainly there are several other important seasonings: rice vinegar and *umeboshi* for tartness; the viscous sweetness of *mirin*; and the spicy pungency of *wasabi*. But it is the rich flavor of soy sauce that permeates virtually every facet of the national cuisine, whether as a cooking ingredient, basting sauce, or the ritual dip that complements such varied foods as sashimi, tempura, and *hiya-yakko* (chilled tofu).

Shōyu has an appetizing aroma, at once savory and salty but with an underlying hint of sweetness. Like the fragrance of baking bread or roasting coffee, it is penetrating and alluring. It swirls out of *unagi* restaurants, *yakitori* bars, and soba noodle shops, assailing the nostrils and awakening the taste buds. At the same time, it creates the wafting olfactory signature of the countless nighttime street stalls that purvey ramen, grilled *mochi*, or slowly simmering *oden* hot-pot.

These days shōyu is cosmopolitan. It has successfully claimed its place in international gastronomy and on the supermarket shelves of five continents. But this overseas recognition is nothing new: three centuries ago, Louis XIV's chefs employed soy sauce from Japan to season the legendary banquets they served to the Sun King. Their "secret ingredient" was carried to Versailles in sealed ceramic bottles by Dutch traders from Nagasaki who called their precious cargo *japanisch schoja*.

Although various forms of soy-based sauces have been made since ancient times, it was only in the 17th century that shōyu developed into its present form. It was a new taste to suit a new era. After the Tokugawa shoguns created their capital in Edo (now Tokyo), a brewing industry grew up on the plains to the northwest of the city, to cater to the rapidly burgeoning population. Today the city of Noda, along with its surrounding area, is the world capital of shōyu, home base to several of Japan's largest producers—including Kikkoman, the industry giant—who, while employing sophisticated technology, still

WE'RE EXTENDING OUR "TOTAL QUALITY MANAGEMENT" PROGRAM TO THE ENVIRONMENT.

Global warming, acid rain, holes in the ozone... We all know the nightmare scenarios. And when the finger points at the car industry, we feel responsible for finding solutions. To continue to supply the world with high quality automobiles, we must take on the management of environmental quality as well. That means considering our habitat at every stage of the automobile's life cycle: car development, manufacturing, use, and disposal. Our top priorities are reducing CO_2 through better fuel efficiency, minimizing emissions such as NOx, and perfecting alternative energy sources. We must also tackle industrial waste, recycling, noise, and traffic congestion. At Toyota this reorientation is now part of our corporate policy. We're aggressively putting our vast R&D, financial, and human resources into developing environmentally sustainable technology. Results won't be long in coming. Because we realize that to be the best car company now means being the cleanest car company.

Visit our website at http://www.toyota.co.jp/Lighthouse/

TOYOTA